

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| Applicants: | Peter A. Simonsen et al. | |
| Assignee: | N/A | |
| Title: | A METHOD AND AN ARRANGEMENT FOR ADVERTISING OR PROMOTING | |
| Serial No.: | 10/500,984 | Filed: April 25, 2005 |
| Examiner: | Leiby, Christopher E. | Group Art Unit: 2629 |
| Attorney Docket No.: | 578-020.101 | |

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

September 18, 2009

RESPONSE TO NON-FINAL OFFICE ACTION

Sir:

In response to the Office Action mailed on May 21, 2009, Applicants submit the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.

A Request for a One Month Extension of Time under 37 CFR 1.136(a) is submitted herewith, along with the fee prescribed by 37 CFR 1.17(a)(1).